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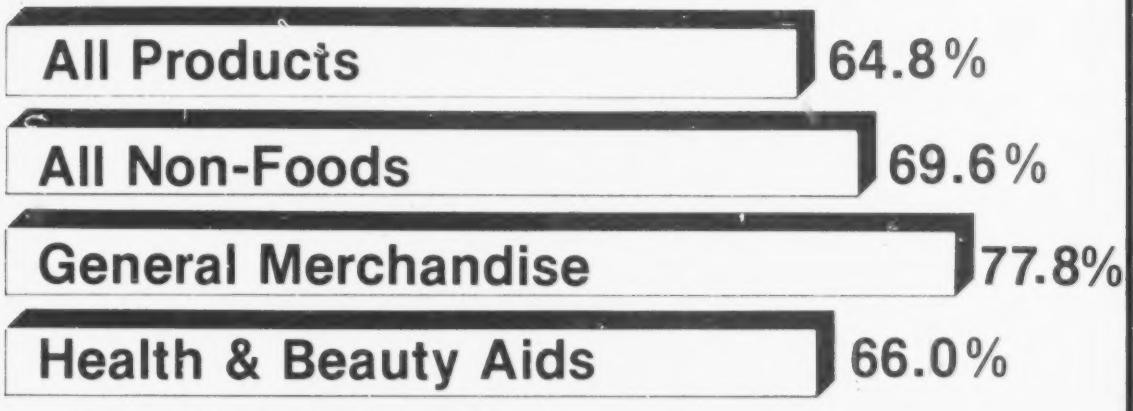
Special Report

POPAI/DuPont Consumer Buying Habits Study

In-Store Buying Decisions



Source: POPAI/DuPont Supermarket Study

Reprinted from Non-Foods Merchandising Magazine

POPAI/DuPont Consumer Buying Habits Study Finds Non-Foods Buys Largely Unplanned

Buying Study Pinpoints Non-Food Choices

NEW YORK—Nearly 70 percent of all non-foods purchases in supermarkets—including both general merchandise and health and beauty aids—are in-store decisions, according to results of the 1977 POPAI/DuPont Study of Consumer Shopping Habits in Supermarkets. (POPAI is the Point-of-Purchase Advertising Institute.)

Although significantly higher in terms of in-store decisions than the 64.8 percent figure for all products (foods and non-foods combined), the 1977 rate of non-foods buying decisions made in the store dropped five percentage points from 74.66 percent in 1965, the last previous year in which this study was made.

The Study Also Reveals:

- General merchandise purchases in supermarkets were in-store decisions in 77.8 percent of the cases, far above the 64.8 percent level of all-product purchases, and substantially above the 69.66 percent rate shown for total non-foods.
- Health and beauty aids were shown to have a higher rate of planning than GM does, with 66 percent of these product purchases made as in-store decisions, substantially the same as for all products bought in supermarkets.
- Seven out of eight non-foods categories were shown to be significantly higher in in-store decisions than the overall study average. Of the eight categories which were tracked, only "Oral Hygiene, Remedies and Vitamins" fell below the average of all products, coming in with a 57.3 percent figure as in-store decision buying.

PRODUCT PURCHASED	SPECIFICALLY PLANNED %		GENERALLY PLANNED %		SUBSTITUTE %		UNPLANNED %		TOTAL STORE DECISION %
		+		+		=			
Baby Care Products	27.9		4.7		2.3		65.1		72.1
Air Fresheners, Cleaning Supplies	30.5		7.3		3.1		59.1		69.5
Napkins, Tablecloths, Plates and Cups	24.9		20.2		0.8		54.1		75.1
Pet Supplies	31.2		20.1		1.0		47.6		68.7
Oral Hygiene, Remedies and Vitamins	42.7		3.9		2.1		51.3		57.3
Other Health and Beauty Aids	27.9		8.6		2.3		61.2		72.1
Housewares, Hardware	18.5		13.6		0.3		67.6		81.5
Other Non-Foods	14.9		7.8		0.4		76.9		85.1
All Products (Food & Non-Food)	35.2		14.8		3.0		47.0		64.8

How Study Was Made

The 1977 POPAI/DuPont study, a landmark survey determining how consumers make their buying decisions in food stores, was based on 8,000 face-to-face interviews conducted in over 200 supermarkets throughout the country.

Each interview occurred before and after the shopper shopped. The shopper did not know, was not told, a post-shopping interview would be made. This prevented the shopper from "making her shopping pattern coincide with her plan," according to the sponsoring organizations.

As shoppers entered the store, they were asked what they intended to buy and, for each item, what brand and product they had in mind. The post-shopping interview was a check on whether the shopper bought specifically what she had planned to buy or whether she substituted and/or added to the list.

Buying Decisions Defined

The study determined buying decisions by placing purchases in four categories (defined below) and comparing 1977 with 1965. Here are the results for non-foods purchases:

Specifically Planned (those items where the consumer had in mind a brand or item and purchased that item or brand as planned) increased from 25.34 percent in 1965 to 30.34 percent in 1977.

Generally Planned (where the shopper had in mind a product category or a product without a brand in mind) dropped from 14.48 percent in 1965 to 12.8 percent in 1977.

Substitute Purchases (where the shopper changed from a "specifically planned" item to another—like a switch in brand or a change in product category) remained about the same for both study years—1.4 percent in 1965 compared with 1.98 percent for 1977.

Unplanned Purchases (items the shopper did not have in mind upon entering the store) dropped from 58.79 percent in 1965 to 54.89 percent in 1977.

Store Decisions—the all-important buying classification figure arrived at by combining **Generally Planned, Substitute** and **Unplanned** purchases—showed the results mentioned earlier in this report... that non-foods in-store purchasing decisions declined somewhat from 74.66 percent in 1965 to 69.66 percent in 1977.

P-O-P Displays Spur Sales

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Which Categories Starred

Aside from foods, the POPAI/DuPont study tracked eight major non-foods categories and designated them under these headings:

—Baby Care Products.

—Air Fresheners, Other Cleaning Supplies, Waxes.

—Napkins, Tablecloths, Plates and Cups (including party goods).

—Pet Supplies.

—Oral Hygiene, Remedies and Vitamins.

—Other Health and Beauty Aids.

—Housewares and Hardware.

—Other Non-Foods.

Of these broad categories, "Other Non-Foods" was far and away the standout in terms of in-store shopping decisions. Bearing in mind that the average figure for all products (food and non-food) was 64.8 percent, here's how the sub categories of "Other Non-Foods" rated in store decisions:

- **Automative Supplies** racked up a whopping 94.4 percent—the highest percentage for any category in the entire study. In fact, only 5.6 percent of automotive supplies purchases were found to be specifically planned.
- **Books, Magazines and Newspapers** also scored exceptionally high in store decision buying with 91.7 percent. Here, 8.3 percent was specifically planned, and only 1.9 percent was generally planned.
- **Toys and Games** (including items like balloons, party hats, etc.) scored 86.8 percent in store decisions, followed by **Wearing Apparel and Sewing Needs** with 80.4 percent; **Stationery and School Supplies** with 80.2 percent; **Photographic Supplies** with 80 percent, and **Garden Supplies** with 79.5 percent.
- **Charcoal, Logs and Barbecue Supplies**, with 66 percent, came closest of any in this category to the all-products average.

Housewares, Hardware Ranks

Another highly-ranked major category in terms of in-store purchasing decisions was "Housewares and Hardware," with 81.5 percent for the entire category.

Here are how its sub categories fared:

PRODUCT PURCHASED	SPECIFICALLY PLANNED %	+ GENERALLY PLANNED %	+ SUBSTITUTE %	= UNPLANNED %	TOTAL STORE DECISION %
Oral Hygiene, Remedies and Vitamins	42.7	3.9	2.1	51.3	57.3
Remedies and Vitamins, Total	40.8	3.5	2.1	53.5	56.3
Cold Remedies, Total	42.2	4.4	4.4	48.9	57.8
Laxatives	35.7	7.1	0.0	57.1	64.1
Vitamins	50.0	12.5	0.0	37.5	50.0
Other Remedies	57.1	0.0	0.0	42.9	42.9

PRODUCT PURCHASED	SPECIFICALLY PLANNED %	+ GENERALLY PLANNED %	+ SUBSTITUTE %	= UNPLANNED %	TOTAL STORE DECISION %
Health and Beauty Aids	27.9	8.6	2.3	61.1	72.1
Deodorants, Total	40.0	7.7	3.1	49.2	60.0
Feminine Hygiene Products, Total	35.6	4.1	1.4	58.9	64.4
First Aid Products, Total	25.6	12.8	0.0	61.5	74.3
Hair Care Products for Women, Total	18.1	11.0	3.1	67.7	71.9
Men's Products, Total	34.0	6.0	2.0	58.0	66.0
Skin Care, Other Health and Beauty Aids	31.5	7.4	3.7	57.4	68.5

PRODUCT PURCHASED	SPECIFICALLY PLANNED %	+ GENERALLY PLANNED %	+ SUBSTITUTE %	= UNPLANNED %	TOTAL STORE DECISION %
Other Non-Foods Total	14.9	7.8	0.4	76.9	85.1
Automotive Supplies	5.6	22.2	0.0	72.2	94.4
Books, Magazines, Newspapers	8.3	1.9	0.0	89.8	91.7
Charcoal, Logs, Barbecue Supplies	33.3	25.0	8.3	33.3	66.0
Garden Supplies, Total	20.6	7.4	0.0	72.1	79.5
Stationery and School Supplies	19.9	16.3	0.6	63.3	80.2
Toys and Games, Party Favors	13.2	9.4	0.0	77.4	86.8
Wearing Apparel and Sewing Needs	19.5	4.2	0.8	75.4	80.4
Photographic Supplies, Total	20.0	0.0	0.0	80.0	80.0

Study Interviews Shoppers Before, After S

• **Batteries and Flashlights** scored with 93 percent store decision purchasing.

• **Kitchen Housewares** and **Light Bulbs** both ranked with 84.9 percent in store decisions, followed by **Candles** with 79.1 percent, **Brooms, Mops and Other Cleaning Supplies** (including brushes) with 78.8 percent, and **Other Housewares and Hardware** with 77.4 percent.

• **Cookware and Bakeware** was recorded as having only 60.1 percent in store decision buying, below the all-products average, indicating that more planning goes on in this category.

In other major categories, **Baby Care Products** with 72.1 percent and **Pet Supplies** with 68.7 percent ranked well above the all-products store decision average.

The overall category of "Napkins, Tablecloths, Plates and Cups" had a combined in-store decision ranking 75.1 percent, with two sub categories showing up especially high—**Plastic Tableware** with 85.7 percent, and **Tablecloths** with 83.4 percent. **Plates** scored 80.4 percent; **Napkins** with 75.6 percent, and **Cups** followed with 67.1 percent in-store decision purchases.

The remaining general merchandise category of "Air Fresheners, Other Cleaning Supplies and Waxes" had a combined store decision ranking of 85.3 percent. Scoring high among these were the sub categories of **Sponges and Cloths** with 88 percent, and **Air Fresheners** with 85.3 percent. **Rug Shampoos** led this category with 92.3 percent.

PRODUCT PURCHASED	SPECIFICALLY PLANNED %	+	GENERALLY PLANNED %	+	SUBSTITUTE %	=	UNPLANNED %	TOTAL STORE DECISION %
Batteries, Flash Lights	6.7		33.3		0.0		60.0	93.0
Candles	20.8		20.8		0.0		58.3	79.1
Brooms, Mops, Other Cleaning Supplies	21.2		9.1		0.0		69.7	78.8
Cookware, Bakeware	40.0		6.7		6.7		46.7	60.1
Kitchen Housewares	15.2		6.1		0.0		78.8	84.9
Light Bulbs, Total	15.1		20.5		0.0		64.4	84.9
Other Housewares and Hardware	22.6		11.3		0.0		66.1	77.4
Pet Supplies	31.2		20.1		1.0		47.6	68.7
Baby Care Products	27.9		4.7		2.3		65.1	72.1

PRODUCT PURCHASED	SPECIFICALLY PLANNED %	+	GENERALLY PLANNED %	+	SUBSTITUTE %	=	UNPLANNED %	TOTAL STORE DECISION %
Napkins, Tablecloths, Plates and Cups	24.9		20.2		0.8		54.1	75.1
Napkins, Total	24.3		22.6		1.3		51.7	75.6
Tablecloths	16.7		16.7		0.0		66.7	83.4
Plates, Total	19.6		21.6		0.0		58.8	80.4
Cups, Total	32.8		11.9		0.0		55.2	67.1
Plastic Tableware	14.3		14.3		0.0		71.4	85.7

HBA Decisions are Varied

Although the POPAI/DuPont study revealed an overall figure of 66 percent store decision purchasing for Health and Beauty Aids, it tracked and recorded HBA buying habits in two major categories. One is labeled "Oral Hygiene, Remedies and Vitamins" and, as a grouping, show a combined store decision purchase ranking of 57.3 percent. This figure is not only the lowest of any non-foods category in the study, but also falls below the store decision average of 64.8 percent for all products in the study.

Obvious indications here are that more planning than usual goes on in this category, with the consumer having in mind and purchasing a particular brand or item. In fact, 42.7 percent of the purchases were specifically planned.

By subcategory, here are how product lines shaped up in terms of specifically planned and in-store decisions:

☐ **Remedies and Vitamins:** specifically planned, 40.8 percent; store decisions, 56.3 percent.

☐ **Cold Remedies:** specifically planned, 42.2 percent; store decisions, 57.8 percent.

☐ **Laxatives:** specifically planned, 35.7 percent; store decisions, 64.1 percent.

☐ **Vitamins:** specifically planned, 50 percent; store decisions, 50 percent.

☐ **Other Remedies:** specifically planned, 57.1 percent; store decisions, 42.9 percent.

The other HBA category was labelled in the POPAI/DuPont simply as "Other Health and Beauty Aids," with an overall in-store buying decision ranking of 72.1 percent.

Only two subcategories here fell below the all-products store decision average of 64.8 percent. **Deodorants**, with 40 percent specifically planned and 60 percent in store decisions, and **Feminine Hygiene Products**, with 35.6 per-

dy: GM Tops All for In-Store Decision Rate

cent specifically planned and 64.4 percent store decisions, indicated more than the usual planning by the consumer in brand or item.

First Aid Products scored 74.3 percent in store decisions, followed by **Hair Care Products for Women** with 71.9 percent, **Skin Care and Other Health and Beauty Aids** with 68.5 percent, and **Men's Products** with 66 percent in store decision purchases.

Displays Boost Sales Most

With the results of the 1977 POPAI-DuPont Study, supermarket retailers now have the facts to put their advertising and promotion dollars where they'll help most. The fresh data from this joint research shows how advertising, display, couponing and direct mail can be used—alone or in combination—to spur non-foods sales in specific categories.

Although many of the POPAI-DuPont study's results defy generalization, some findings can be almost universally applied. In all areas of non-foods, in-store display emerges as the single most effective means of increasing sales. Still more effective, though, is the use of advertising in combination with display. Sometimes these, in tandem, can increase the frequency of purchase to as much as six times the average for the same goods, unpromoted.

In all areas of non-foods, in-store display emerges as the single most effective means of increasing sales.

For nearly all categories in the showing of products promoted—by newspaper ads, coupons or store circulars—coupons prove themselves to be the clearest leader in stimulating sales. But store circulars, and newspaper advertisements without coupons, are often almost as strong a factor in boosting a product's incidence of purchase.

The research, whose scope covers both food and non-food areas, nonetheless reveals considerable information about most categories of non-foods. NFM's report sums up the study's findings on:

- the effectiveness of ads, display couponing and direct mail on the incidence of purchase for different non-foods categories
- women shoppers' buying habits in relation to their employment status
- shoppers' buying habits in relation to their age

In addition to the material in the charts shown here, the survey collected information on the composition of the shopping group, the frequency with which a shopper came to the store, her household income level, and whether she brought a list, checked the ads or redeemed coupons.

Working Women Lead in HBA

Equally revealing, as an indicator of the changing shoppers' profile of the late seventies, are the portions of the study which show the buying patterns of women who work outside the home. About half the non-foods categories—particularly *HBA, books, magazines and cleaning supplies*—are bought more often in the supermarket by working women. Full-time housewives, not

Shoppers' Age Reveals Buying Preferences

PRODUCT	PURCHASES PER 100 SHOPPERS						
	ALL SHOPPERS	UNDER 20	20-29	30-39	40-49	50-59	60+
Oral Hygiene Remedies and Vitamins	8.62	12.35	7.96	8.77	8.83	9.02	7.82
Stationery and School Supplies	4.27	6.17	2.85	5.97	4.63	3.74	3.73
Feminine Hygiene Products	1.88	3.70	2.70	2.56	2.03	1.11	.72
Deodorants	1.67	2.47	1.80	2.07	2.03	1.80	.48
Baby Care Products	1.11	2.47	2.70	1.58	.43	.69	.24
Books, Magazines, Newspapers	6.82	4.94	7.66	7.43	7.53	7.49	4.81
Hair Care Products for Women	3.27	3.70	5.11	3.53	3.91	3.05	.96
Toys and Games	1.36	—	2.40	1.83	1.16	1.25	.60
Air Fresheners, other Cleaning Supplies	12.41	11.11	13.81	16.57	12.01	12.07	8.18
Napkins, Tablecloths, Plates, Cups	9.29	4.94	9.16	11.57	9.84	8.18	8.06
Wearing Apparel and Sewing Needs	3.04	3.70	3.00	4.87	4.05	2.64	.72
Skin Care, Other HBA	1.39	1.23	1.50	2.07	1.16	.69	1.32
Housewares and Hardware	7.39	8.64	7.21	7.92	9.12	6.24	6.74
Garden Supplies	1.75	—	1.65	1.46	1.59	2.77	1.20

Young Buy Non-Foods Most at Supermarkets

surprisingly, buy more *baby care products, housewares, toys, napkins, plates and cups.*

While suppositions which go too far from the data can be risky, it is clear that repeat purchase items—HBA, cleaning supplies, books and magazines—are bought most often at the supermarket by women employed outside the home; and they do so probably because they prefer to save time by "one-stop" shopping.

On the other hand, the non-foods goods most often found in full-time housewives' baskets are those commonly needed by women with small children: disposable napkins, plates, cups and toys, to name a few.

Those Younger Buy More

In regards to the age of the shopper, the customers' buying habits identify themselves quite clearly: out of the 14 significant non-foods categories included in the research, nine are predominantly bought by people under 30.

One area, with nearly the highest IP for any category, is *oral hygiene, remedies and vitamins*, bought most often by shoppers under 20.

Those aged 20 to 29, though, buy the most *books, magazines and newspapers*, and the 30-to-39 group leads in purchases of *air fresheners and other cleaning supplies.*

By a small margin, shoppers from 40 to 49 buy the most *housewares and hardwares*, while only in *garden supplies* do those over 50 hold the edge in purchase frequency.

The message here for retailers is that the supermarkets' non-foods shopper is a young—in some cases, *very* young—customer. For this reason, a fresh, young-thinking approach to displays and advertising will likely lure the most shoppers to buy. And, when in doubt about product mix, those products whose marketing and packaging takes the "young" approach probably deserve the largest space in the supermarkets' non-foods departments.

Moreover, supermarket retailers shouldn't miss this opportunity to build their future market: by selling their "one-stop" store image to young people now, they can keep them loyal to the idea in years ahead.☆

Job Status of Women Shoppers

PRODUCT	PURCHASES PER 100 SHOPPERS		
	ALL FEMALE SHOPPERS	EMPLOYED	NOT EMPLOYED
Health and Beauty Aids	12.80	15.61	11.46
Air Fresheners, Other Cleaning Supplies	13.39	15.43	12.42
Oral Hygiene, Remedies and Vitamins	8.75	9.64	8.33
Books, Magazines and Newspapers	7.18	7.44	7.06
Wearing Apparel and Sewing Needs	3.37	3.95	3.10
Plants, Flowers	1.48	1.29	.96
Napkins, Tablecloths, Plates and Cups	9.99	8.17	10.85
Housewares and Hardware	7.72	7.07	8.02
Toys and Games	1.48	1.29	1.57
Baby Care Products	1.24	1.19	1.26

How Store Ads, Coupons Help Purchase Rate

PRODUCT	PURCHASES PER 100 SHOPPERS				
	BRAND AVERAGE PURCHASE*	STORE NEWSP. AD ONLY	STORE NEWSP. COUP. ONLY	STORE CIRCULAR ONLY	NO ADV. IN PAPER OR STORE CIRC.
Batteries, Flashlights	.39	1.05	5.26	5.26	.29
Hair Care for Women	.54	1.22	4.21	.95	.47
Dentrifices	.38	.61	4.17	.73	.35
Oral Hygiene Products	.33	.60	2.89	.76	.30
Men's HBA Products	.32	.25	2.63	.29	.32
Skin Care, other HBA	.46	.36	2.63	.74	.45
Housewares and Hardware	.57	.61	2.11	1.49	.55
Baby Care Products	.37	.41	1.75	.25	.36
Deodorants	.28	.61	1.05	.51	.25
Light Bulbs	.47	1.32	—	5.26	.46
Feminine Hygiene Products	.63	1.91	1.05	3.01	.55
First Aid Products	.50	—	—	2.29	—

**"Brand Average Purchase" denotes figure realized by averaging IP's of individual brands. Averages for the entire category of a product are higher."*

How Ads, Display Affect Incidence of Purchase

PRODUCT	PURCHASES PER 100 SHOPPERS				
	BRAND AVERAGE PURCHASE*	NO AD NO DISPLAY	DISPLAY ONLY	AD ONLY	AD AND DISPLAY
Books, Magazines, Newspapers	6.82	5.70	6.90	11.72	12.22
Other Housewares and Hardware	1.60	1.61	1.45	1.32	4.35
Dentifrices	.38	.32	1.24	.58	3.47
Feminine Hygiene Products	.63	.53	1.58	1.19	3.23
Plates, Cups, Plastic Tableware	.40	.39	.55	.76	2.63
Light Bulbs	.47	.33	1.27	.52	2.56
Coffee Makers, Filters	.39	.30	.49	.77	1.75
Automotive Supplies	.46	.35	.60	.34	1.73
Oral Hygiene Products	.33	.29	.54	.54	1.43
Cookware, Bakeware	.36	.31	.30	.26	1.35
Skin Care, Other HBA	.46	.46	.50	.45	.50
Laxatives	.36	.29	5.56	2.56	—
Wearing Apparel and Sewing Needs	3.04	1.69	3.22	—	2.99
Dishes, Silverware, Glassware	.41	.20	.89	.39	.78
Hair Care Products for Women	.54	.41	.82	1.41	1.34

**"Brand Average Purchase" denotes figure realized by averaging IP's of individual brands. Averages for the entire category of a product are higher.*

The key to making use of the study's results, according to DuPont's Fred Clarke, is to understand the study's principal guideline: the incidence of purchase. Clarke, manager of marketing research and management services for DuPont's Plastic Products and Resins Department, developed the incidence of purchase concept himself. He calls it, alternately, a "popularity index" to a given product.

The figure is reached by calculating the average number of shoppers who pass through the store before a given item is bought, which is then figured as "purchase per hundred." (i.e., if 12 shoppers out of 100 buy item Y, its IP is 12.0. But if 200 shoppers must pass through the store before one purchase of item Z is made, its IP is only .50 purchases per 100.)

Thus, when the use of advertising, display, etc. effects a rise in the IP, it is a direct indication of how sales may increase through promotion. However, researchers warn that the figures for IP must not be related directly to *volume* of sales. (The figure records the purchase, not the quantity of an item: if a shopper bought three tubes of toothpaste at once, it would be recorded as *one* sale.)

THE POPAI • DuPont Study of CONSUMER BUYING HABITS

STORE DECISIONS...2/3 OF EVERY DOLLAR SPENT IN THE MARKETPLACE

The POPAI/DuPont Consumer Buying Habits Study is the successor to the previously conducted DuPont Studies - which were published in five-year intervals from 1935 to 1965. Although there have been shifts in consumer purchasing patterns since the last study, the bottom line remains virtually unchanged - that is - nearly 2/3's of every dollar spent in the supermarket today results from some decision made in the store. In other words, customers are still largely influenced by what they see in the store - and how they view what they see.

The intent of the Study was to determine what percentage of total purchases was planned before the shopper entered the store, and what percentage was influenced by something that happened after entering the store. 53,000 purchases made by 4,000 shoppers at 200 supermarkets were recorded.

The Study was financed by The Point-of-Purchase Advertising Institute and some 50 companies, leaders in marketing their products through the supermarket. These sponsors are receiving general information (such as found in this report) and special proprietary information about their brands and competing brands - data which will never be published. Additionally, sponsors can order special in-depth reports, such as: correlations of various product groups (eg: snack food vs. beverage purchases); interbrand relationships; total purchases for their customers vs. non-customers; purchases by supermarket size for product lines; and nearly 100 other specially prepared reports.

Sponsors are using these findings in a myriad of ways to improve their position in the marketplace. For example, data can be used for:

- sales presentations
- tracing patterns related to demographics
- market planning/strategies
- generating greater merchandising opportunities
- strengthening retail relationships
- departmentalization
- store layout/design
- sales training programs
- enhancing shelf position
- guidelines for tailoring in-store promotions and advertising

IT'S NOT TOO LATE TO PUT THE RESULTS OF THE POPAI/DUPONT CONSUMER BUYING HABITS STUDY TO WORK FOR YOU...

If you are interested in benefiting from this landmark Study, write POPAI
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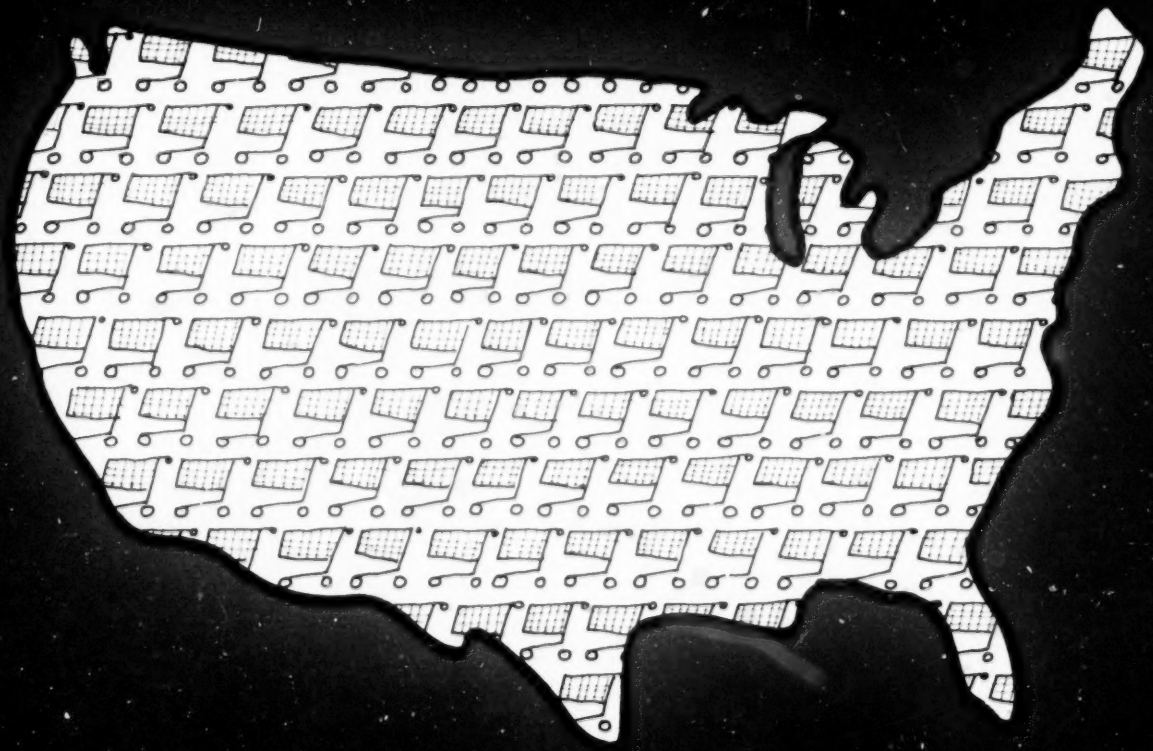
Special Report



CONSUMER BUYING HABITS STUDY

THE TOP 100 BEST BETS

	Product	Purchases per 100 shoppers
1.	Fresh vegetables	99.31
2.	Fresh or frozen meat	72.61
3.	Fresh milk and eggs	69.37
4.	Fresh fruit	61.03
5.	Beef	55.24
6.	Fresh milk	42.11
7.	White bread	37.99
8.	Cheese, cheese foods, spreads	37.14
9.	Other fresh vegetables	34.31
10.	Bottled or canned soda	33.59
11.	Beef other than ground beef	32.12
12.	Butter, margarine	29.19
13.	Non-diet soda	27.28
14.	Eggs	27.26
15.	White bread, non-private label	26.80
16.	Canned soups and mixes	26.69
17.	Cold cereal	26.25
18.	Pet foods and supplies	24.99
19.	Baking needs	23.58
20.	Snacks and gourmet foods	23.47
21.	Fresh ham and lunch meat	23.37
22.	Ground beef	23.11
23.	Snacks	22.78
24.	Frozen fruit and vegetables	22.75
25.	Canned soup	22.52
26.	Fresh or frozen poultry	22.50
27.	Frozen dinners, entrees, other frozen foods	22.37
28.	Margarine	22.03
29.	Frozen vegetables	22.01
30.	Milk, private label	21.16
31.	Milk, non-private label	20.95
32.	Canned and bottled fruits	20.03
33.	Lunch meats	19.92
34.	Chicken	19.85
35.	Bananas	19.23
36.	Toilet tissue	19.20
37.	Canned beans, tomatoes, paste, puree, sauce	18.94
38.	Nonfoods except housewares and hardware	18.87
39.	Lettuce	18.82
40.	Candy and gum	17.99
41.	Sugar and sugar substitutes	17.92
42.	Lunch meats, non-private label	17.19
43.	Pastas, rice, other grains, legumes	17.01
44.	Fresh fruit except apples, oranges and bananas	16.96
45.	Fresh rolls, buns, muffins, not sweet	16.73
46.	Instant and regular coffee	16.60
47.	Dried fruits and nuts	16.40
48.	Cookies	16.27
49.	Canned meat, poultry and fish products	15.98
50.	Jams, jellies, peanut butter, syrups	15.70

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Product	Purchases per 100 shoppers
51. Canned fruit juices and drinks	15.52
52. Crackers	15.44
53. Laundry detergents and soaps	15.21
54. Variety bread	14.98
55. Candy	14.93
56. Pork and pork mixtures	14.80
57. Dog food	14.49
58. Apples	14.44
59. Baking mixes	14.13
60. Frozen fruit juice concentrates	14.13
61. Milk, private label	14.11
62. Bacon	13.64
63. Colas	13.26
64. Mayonnaise and salad dressings	13.26
65. Milk, other brands	13.15
66. Tobacco products and accessories	12.95
67. Buttermilk, cream, cream subs., yogurt, sour cream	12.84
68. Catsup, chili, steak & other sauces	12.77
69. Potatoes	12.74
70. Cheese	12.56
71. Mustard, relishes, olives, pickles, vinegar	12.43
72. Air fresheners, cleaning supplies	12.41
73. Health and beauty aids	12.25
74. Tea and chocolate beverages, beverage mixes	12.18
75. Rolls and buns	11.99
76. Dishwashing products, cleansers, oven cleaners	11.97
77. Paper towels	11.74
78. Ice cream, ice milk	11.74
79. Cakes and pies, fresh	11.69
80. Granulated sugar	11.53
81. Bags, wraps, disposable aluminum pans	11.53
82. Canned fish products	11.17
83. Cigarettes	10.97
84. Canned and bottled fruit juices	10.79
85. Potato chips	10.68
86. Chicken, parts	10.68
87. Bleaches, fabric softeners, etc.	10.60
88. Tomatoes	10.60
89. Canned tomatoes, paste, puree, sauce	10.42
90. Regular coffee	10.40
91. Oranges	10.40
92. Noodles, macaroni, spaghetti	10.19
93. Bath, hand, facial soaps	9.91
94. Nuts	9.91
95. Hotdogs	9.88
96. Baby foods and baby care products	9.83
97. Hot cereal and other breakfast foods	9.55
98. Refrigerated doughs, other dairy products	9.45
99. Entrees and soups	9.40
100. Cakes	9.32